

**Approval Requested**  X   Final       Preliminary**Application for projects over \$500****Organization Name:** WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE**Project Name:** Opportunity: UTAH WINTER MULTI-MEDIA CAMPAIGN**Application Completed by:** JAN STODDARD

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

In surveying West Yellowstone lodging properties about the upcoming 2011/2012 winter season, we are finding that as of 12/01/11, advance bookings are substantially down compared to prior years. We had anticipated that this winter was going to be challenging based on continuing high unemployment and general uncertainty about the economic future in our traditional "fly" markets (geographic markets where destination visitors fly at least one of their travel segments to reach us). Additionally, we were receiving feedback from our repeat fly-market customer base, that it is much more difficult and expensive to travel to us this year based on airlines reducing the number of available seats and flights, as well as price increases.

This anecdotal information is supported by newly lowered hotel-industry key performance metrics according to STR's updated industry forecast. "The change in the forecast is a result of the continuing global economic uncertainty and the tougher year-over-year comparisons the industry will face in 2012. While we are still confident industry performance will remain positive during 2012, we are concerned about the lack of growth in the overall macro-economic indicators," recently stated Amanda Hite, president of STR.

To meet these challenges, we need to hit our regional drive market much harder this winter than originally anticipated. Our regional drive market consists of larger population areas in neighboring states including Utah, Idaho, Oregon, Washington, Colorado, as well as southern Canada. This market has a larger existing base of previous West Yellowstone winter visitors as well as a significantly greater brand recognition of West Yellowstone, Montana, and Yellowstone in winter. It is also more economically feasible for travelers coming from these areas to come to West Yellowstone in winter.

The upcoming West Yellowstone TBID winter campaigns are targeting these geographic areas with the exception of Utah. This opportunity project would fill in the "gap" with a multi-media campaign targeted at outdoor and winter enthusiasts in Utah. The campaign includes live and call-in radio programs, radio ads, website blogs, a promotional television program on two sports channels, Megaplex movie theater promotion, and web links.

We will work with the West Yellowstone TBID, local businesses, Yellowstone Country, and MTOT for possible commercials included as part of the television program. We are working with local businesses to provide additional lodging, meals, guides, snowcoach and snowmobile equipment for use in the program.

Initial footage and live on-site interviews would take place in mid-December, with ads, program, and footage airing in January and February.

### **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

1. Maintain the same level of West Yellowstone Resort Tax Collections as the previous year (July 2010 through June 2011).
2. Maintain the same number of lodging nights as the previous year (July 2010 through June 2011) as repeated by the West Yellowstone TBID.
3. Participation with one or both of the local marketing funds in at least three projects.

### **Refer to the portions of your marketing plan, which support this project.**

- ◆ Attract visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- ◆ Continue to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.
- ◆ Continue to expand our marketing potential by participating in partnerships with other tourism partners.

### **How does this project support the Strategic Plan?**

- Goal 1.1: Implement highly targeted consumer advertising/promotion campaigns.
- Goal 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.
- Goal 1.3: Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

**Detail pages attached** ☒ **Yes** ☐ **No**

**Budget page must be attached for approval.**

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### **Detail Page**

#### **National and Regional Television:**

- **KJZZ** TV will produce a special 30 minute outdoors TV program hosted by Steve Brown during evening prime time to be aired in February 2012. This program features the great winter activities available in and around West Yellowstone.
- **West Yellowstone Chamber** will be the title sponsor for this special outdoor program which will have two additional rebroadcasts the following weekend in non-prime time slots. Title Sponsorship includes name and logo in promotions leading up to the program. It will have a minimum of 70 TV and 70 radio promotions for two weeks and promos at every Megaplex Theater preshow leading up to the airing for one week. There will be twelve TV commercials available during program to be used by West Yellowstone Chamber and businesses.
- This special 30-minute segment will also be aired on the Rocky Mountain ROOT Sports network. ROOTS coverage includes: northern New Mexico, Colorado, Wyoming, Montana, Idaho and Utah.

#### **Radio:**

- KFAN\
- FOX Sports
- Advertising on 1320 KFAN...Home of the Utah Jazz and the Market's Top Local Radio Talent The Home of the Utah Jazz, DJ & PK in the Morning, Powerhouse with Alema Harrington and Ben Bagley, Bolerjack, Locke & Garrard, Inside the Outdoors, Live High School and College Sports, Monday Night Football and more....
- Advertising on AM 1230 Fox Sports Radio... A Proven National Line-Up
- Featuring National Programs like Stephen A. Smith, J.T. The Brick, Myers & Hartman along with the Salt Lake Bees, NFL, The Super Bowl, NCAA Basketball Tournament, plus Live, Local College and High School Sports and much more...is an unprecedented combination of the most powerful sports marketing entities in the State that includes:
- Radio Outdoor Program: Inside the Outdoors, a 5 times a week look at issues affecting Utah sportsmen. Hosted by long-time Emmy-award winning broadcaster Steve Brown. Additionally, the show provides a heavy dose of "where to go" and "things to do" by providing expert direction from Brown and his guests. Whether it's the up-to-date fishing reports, suggestions for a great ATV ride or techniques to improve your chance for a more successful trip, you'll find it on Inside the Outdoors. Each Monday and Friday Bob Grove, from DriveAway Vacations, highlights the great places to ski, snowboard, hike, mountain bike in beautiful destinations throughout the Mountain West on the Trail Mix show. Inside the Outdoors speaks to the more than one million Utahns who hunt, fish, ride ATVs, snowmobile, camp, boat and recreate outdoors. Listeners participate through phone calls and prize giveaways.

- West Yellowstone Tourism Teammates will receive two (2) live remote on location to be scheduled on a Tuesday thru Friday in Mid-December on Inside the Outdoors. (This time would be used to video activities for the upcoming January TV Special on KJZZ TV.) Includes two (2) Live Remotes on Location from 7PM to 8PM with Steve Brown and/or Bob Grove hosting.
- West Yellowstone Tourism Teammates will receive two (2) live remote on location to be scheduled on a Thurs thru Friday January 19<sup>th</sup> -22<sup>nd</sup> on Inside the Outdoors. Drive Away Adventures is planning to bring a group of people snowmobiling at that time lead by Steve Brown and Bob Grove. Includes: two (2) Live Remotes on Location from 7PM to 8PM with Steve Brown and/or Bob Grove hosting.

**Web (corresponding elements) advertising:**

- Website logo and link on [http://1320kfan.com/index.php/shows/inside\\_the\\_outdoors](http://1320kfan.com/index.php/shows/inside_the_outdoors)

**Additional uses of produced materials beyond the campaign:**

- 11 X 17" color posters for distribution at local and regional sporting goods stores, lodging and power sports dealers
- Newsprint in major newspapers in larger population cities in neighboring states including: Pocatello, Driggs, and Idaho Falls, ID; Jackson , WY; Bismarck, ND

**WEST YELLOWSTONE CHAMBER OF COMMERCE PROJECT BUDGET**  
**OPPORTUNITY – UTAH MULTI-MEDIA PROJECT**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Creative for web banners and commercial	\$600.00	+	\$0.00	=	\$600.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$600.00</b>		<b>\$0.00</b>		<b>\$600.00</b>

<b>MARKETING/ADVERTISING:</b>					
Media including television program and ads, radio live and call-in programs plus ads, and internet advertising	\$11,400	+	\$0	=	\$11,400
<b>TOTAL</b>	<b>\$11,400</b>	+	<b>\$0</b>	=	<b>\$11,400</b>

<b>TRAVEL:</b>					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>	+	<b>\$0</b>		<b>\$0</b>

<b>OTHER:</b>					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

<b>REGION/CVB PROJECT TOTAL</b>	<b>\$12,000</b>	+	<b>\$0</b>	=	<b>\$12,000</b>
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